

Privacy Notice

This Privacy Notice details the types of personal information we gather when you interact with us, how we use that information, how we protect it, and your rights regarding its processing.

Who are we?

We are Always Sunny Golf Trips Ltd, a company based in Ireland. For inquiries about how we handle your personal data, please contact our Data Protection Officer:

info@alwayssunnygolftrips.com

How do we use your information?

As a golf tour provider, we utilize your personal data to:

- Respond to inquiries about the trips we offer;
- Administer the travel arrangements you book with us, including amendments, collecting payments, and requesting feedback;
- Ensure that our suppliers, such as hotels, golf courses, and airlines, can provide the services you expect;
- Inform you about our products and promotions that might interest you;
- Support our online services and call center activities.

In the sections below, we outline how we handle your data, including:

- The 'lawful basis' for processing;
- Types of information collected;
- Uses of the data;
- Retention periods;
- Your rights to opt-out or contest processing.

Your personal data may be shared with third parties should we sell, transfer, or merge parts of our business or assets. New owners may use your data as described in this notice.

Definitions:

- **Legitimate Interest:** This refers to our business's interest in effectively managing operations to provide you with quality service and a secure experience. We carefully weigh any potential impacts on your rights before processing personal data. We ensure our interests do not override your rights unless permitted by law or with your consent. Contact info@alwayssunnygolftrips.com for more details on how we assess these interests.
- **Contract legal basis:** Data processing necessary to fulfill a contract or take steps at your request before entering into one.

How we manage inquiries about your golf holidays

When you request information about our trips, we may collect:

- Name;
- Email address;
- Phone number(s);
- Postal address;
- Golf handicap;
- Golf club affiliation.

We process this information to respond to your inquiries, using the 'contract' lawful basis for processing.

If you provide contact details when requesting information, we might send you updates on similar trips or promotions for related products. You have the option to decline marketing materials during data collection.

You can unsubscribe or object to promotional emails by using the 'unsubscribe' link, calling us, or emailing info@alwayssunnygolftrips.com. 'Legitimate interests' is the basis for processing data related to marketing.

Processing your data during booking

Upon booking, additional personal information may be necessary. Data collected will only be what's needed to deliver the services booked.

Suppliers involved in delivering services act as independent data controllers. Contact details are shared strictly for service delivery, and contracts prohibit marketing use. Suppliers may directly seek consent for other uses, which are arrangements between you and them. For concerns about data processing by suppliers, reach out to info@alwayssunnygolftrips.com.

We might contact you regarding your booking, necessitating consent for processing from all party members.

The processing of data to fulfill your bookings is based on the 'contract' lawful basis. Additionally, you might be asked to review the booking process and your trip, grounded in 'legitimate interests'; you can opt-out anytime.

Following your trip, we might reach out regarding your experience with Always Sunny Golf Trips.

Using email data

Emails are retained for efficiently managing bookings and resolving disputes. We use 'legitimate interests' as the basis for processing this information.

Accessing our website

Website visits are logged, capturing essential data like IP addresses, browser types, and page views. We do not store information that identifies you unless voluntarily provided, like during booking.

We utilize Google Analytics to understand website usage and to gauge the effectiveness of online marketing, ensuring data remains aggregated and unlinked to personal identifiers.

For some bookings, commissions are paid to third-party sites linking you to ours, with processing based on agreements between you and these third parties.

We employ FullStory to visualize website visits and enhance user experience, ensuring anonymity.

Processing relies on 'legitimate interests.' Partners collecting data for personalized ads must obtain explicit consent via a site pop-up.

Your rights regarding your data

Under the General Data Protection Regulation (GDPR), you have rights concerning how your data is managed:

- **Right to be informed:** This notice, alongside website messages, informs you about data collection and processing. Phone inquiries can address further questions. Contact info@alwayssunnygolftrips.com for clarity.
- **Right of access:** You're entitled to request copies of your stored data. We may request identity verification and clarification before release. Address access requests to info@alwayssunnygolftrips.com.
- **Right to rectification:** Should any information need correction, email info@alwayssunnygolftrips.com.
- **Right to erasure:** Marketing data is erasable upon request, barring legal or contractual restraint. Compliance will be explained where erasure isn't possible.
- **Right to restrict processing:** If you wish to limit how we use your data, please contact us.
- **Right to data portability:** We aim to provide data in a machine-readable format upon request, with certain transfer limitations noted.
- **Right to object:** You can object to marketing-related data handling at any time, and we'll comply unless necessary, in which case we'll provide a rationale.
- **Rights related to automated decision-making and profiling:** Automated decision-making is not conducted using your data.

Third-party data processors

We engage with data processors who follow our instructions to meet service requirements and pursue legitimate interests, including:

- Managing and improving online accounts;
- Tailoring advertising;
- Handling legal claims, compliance, and currency investigations;
- Developing insights based on user behaviors and market segments for enhanced marketing.

Your right to lodge a complaint

For concerns about data processing, contact us directly at info@alwayssunnygolftrips.com.
Should you remain unsatisfied, you may approach the Irish Data Protection Commission.